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Introducing “StreetSense!”

Mayor Abramson, Chief White and Dr. Troutman introduced the community to our new ped/bike safety media campaign at a special news conference on August 7th. The campaign includes an informational website as well as the use of mass media to get out important safety messages. Print ads, radio spots and outdoor boards are targeted to pedestrians, cyclists and motorists to encourage each group to take more responsibility for their own safety as well as share the road with others. The campaign will continue through the end of the year. Additional dollars are being sought to help extend the program through next spring and summer. The campaign is coordinated through the new Step Up, Louisville! Task Force, the result of last year's Pedestrian Summit. For more safety info, go to www.louisvilleky.gov/streetsense.



Healthy Hometown Hike & Bikes Roll On!

The Mayor kicked off our 10th Hike & Bike at a news conference where he also reiterated the importance of using “StreetSense.” Make plans now to spend your Labor Day (Sept. 7th) morning with 5,000 of your closest hikers and bikers! The route will once again take participants through Louisville neighborhoods and thoroughfares. Activities start at 9 am on the Waterfront's Festival Plaza. The hike and bike routes start at 10. FREE t-shirts and helmets and you can win a FREE bike from sponsor Subway Restaurants! Register at www.louisvilleky.gov.

The Department of Public Health & Wellness Holds Ribbon Cutting for the New Bike Lockers

Louisville Metro Government has started a new Bike Library for employees to check out bikes for travel to meetings or during lunch breaks. The Department of Public Health & Wellness now has three bikes for employees stored in bike lockers and three lockers are open for public use. This is a pilot program that will hopefully be replicated at other Metro agencies to help promote active living and reduce traffic congestion.

downtown. [Read more](#) about this exciting program!



Worksite Wellness Conference August 24th

The Worksite Wellness Committee, in partnership with the Health Enterprises Network, will host the next in its series of conferences on Monday, August 24th at Baptist Hospital East. The agenda includes remarks from both Mayor Abramson and Dr. Troutman plus “Lessons Learned” sessions from our Healthy Hometown Worksite Wellness Award winners as well as break out sessions on screenings, tools, resources and evaluations. Plenty of information is available through a number of vendor booths. To register, call Rhonda at the Health Enterprises Network, 502-625-0000.

Farmers Markets Continue to Grow!

The Dept. of Public Health & Wellness, in partnership with the University of Louisville, launched the city’s newest Farmers Market on Gray Street this summer. The market is open on Thursdays 10:30 am to 2pm through October and is intended to provide healthier food choices for employees and residents in the area. Next week the Gray Street Farmers Market is hosting a “Back to School Event” for the U of L students and area residents. Come check it out! The Healthy Hometown Food in Neighborhoods (FIN) committee and the Louisville Farmers Market Association continue to help facilitate and spread the word about the growing number of Farmers Markets available throughout the spring and summer and has produced a full calendar of markets as well as useful tips on how to make the most of your market experience and purchases. For a full schedule of markets and events, contact marigny.bostock@louisvilleky.gov or go to www.louisvilleky.gov/mhbm.

Healthy Hometown Mini-Grants To Be Announced at Next Advisory Council Meeting

Join Mayor Abramson for the next ***Healthy Hometown Advisory Council Meeting, September 11th at 10:00 am (location TBD)***. For the fifth year in a row, the Mayor will present the *2009 Healthy Hometown Mini-Grants*. More than 35 applications for *Healthy Hometown* mini-grants were received. Last year, Mayor’s Healthy Hometown distributed more than \$50,000 in grants to more than 20 organizations. Healthy Hometown is pleased to be able to continue these important grants which can help to develop or enhance your organization’s community health and wellness programs.

Just Want to Hike?

The Mayor will host his **Annual *Healthy Hometown Hike* at the Jefferson Memorial Forest on Saturday, October 17th at 10:00 am.** This family fun event includes a choice of age and activity appropriate trails as well as fun information about the natural surroundings. For more information, go to www.louisvilleky.gov.

Upcoming Mayor's Healthy Hometown Movement Committee Meetings:

All meetings are held at the Louisville Metro Health Dept., 400 East Gray Street unless otherwise noted.

Active Living	August 20, 10 am
Food In Neighborhoods	August 31, 5:30 pm at the downtown YMCA Association Office
Schools	TBA
Worksite Wellness	August 24 Conference – Baptist East Hospital
Step Up, Louisville! Task Force	September 14, 4 pm in the lodge at George Rogers Clark Park

Contact marigny.bostock@louisvilleky.gov to RSVP or for more information.

Healthy Hometown Partner News:

Introducing the Wellness Zone

The Humana Foundation and a number of community partners have introduced The Wellness Information Zone at wellzone.org. WZ is a national health literacy initiative offering easy access to basic health information in everyday language, especially at the point of need. Along with the website, WZ offers kiosks dedicated to e-health information in community centers, health clinics, libraries, schools and other non-profits along with trained health information guides, including librarians, health professionals and volunteers. Navigation of the site is easy with talking video guides providing brief tours of the homepage and topic areas. The site features a variety of audio and video formats as well as different languages. This non-commercial site is free to anyone with an internet connection. The goal is to quickly connect the consumer to basic and reliable information. For more info, go to wellzone.org or humanafoundation.org.

More Mayor's Healthy Hometown Health Tip Posters are available! Twelve posters with fun graphics and important information which encourages good nutrition and the benefits of physical activity are posted on the ***Healthy Hometown*** website. All posters are designed for display at your place of work, study, worship or play. To receive these posters via e-mail attachment, contact smlcomm@att.net or they can be downloaded from the ***Healthy Hometown*** website at www.louisvilleky.gov/mhbm.

The *Mayor's Healthy Hometown Movement News* is designed to keep you informed of important Healthy Hometown Happenings as well as create a communications connection for all *Healthy Hometown* partners and interested participants. We encourage you to share any news, events and updates generated through your organizations and efforts ---all part of the Mayor's goal to make this one of the healthiest communities in America.

To submit information for publication consideration, please **DO NOT HIT REPLY**. Send edited items, including specific dates and times for events to smlcomm@att.net. Please include any pertinent web links and an e-mail source for more information.

This is a publication of the **Mayor's Healthy Hometown Movement** and is distributed through the Louisville Metro Health Department. Please feel free to share this newsletter with anyone who has an interest in a healthy community. If you do not wish to receive this newsletter please notify us at mary.bradley@louisvilleky.gov.